



DAVIS COUNTY TOURISM PROFILE

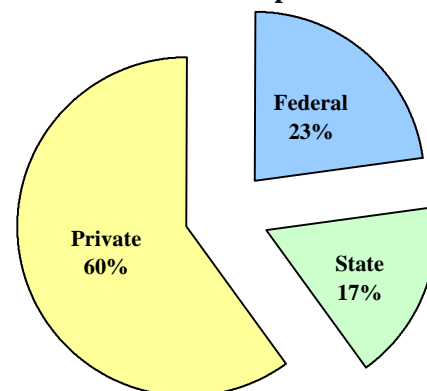
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	219,685	224,356	229,450	235,364	240,204	244,845	1.9%	3
Total Non-Ag Employment	73,308	78,200	80,192	82,248	82,234	87,739	6.7%	3
Non-Ag Avg Monthly Wage	\$1,979	\$2,002	\$2,087	\$2,155	\$2,290	\$2,392	4.5%	5
Per Capita Income	\$19,320	\$20,754	\$21,896	\$22,812	\$24,100	\$24,973	3.6%	3
Unemployment Rate	3.2%	3.0%	3.5%	3.5%	3.0%	3.8%	0.8%	4
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$236.9	\$259.2	\$266.0	\$272.7	\$282.1	\$277.6	-1.6%	4
Travel & Tourism Related Employment	4,366	4,759	4,922	5,111	5,340	5,521	3.4%	4
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$4,927	\$5,390	\$5,532	\$5,672	\$5,867	\$5,773	-1.6%	4
Gross Taxable Room Rents	\$10,680	\$12,260	\$13,429	\$13,330	\$15,291	\$14,559	-4.8%	7
Transient Room Tax	\$320.4	\$367.8	\$402.9	\$399.9	\$458.7	\$436.8	-4.8%	7
Restaurant Tax	\$1,346.9	\$1,464.7	\$1,543.8	\$1,623.3	\$1,716.2	\$1,787.3	4.1%	3
Car Rental Tax	--	\$84	\$22.8	\$89.0	\$84.8	\$29.3	-65.4%	3
Gross Taxable Retail Sales (millions)	\$1,948.1	\$2,082.4	\$2,333.0	\$2,501.5	\$2,561.9	\$2,689.7	5.0%	3
REGIONAL VISITATION COUNTS								
S.L. Airport Passengers	21,088,482	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891	-5.0%	
Lagoon Amusement Park	1,100,000	1,100,000	1,150,000	1,210,000	1,200,000	1,100,000	-8.3%	
Willard Bay S.P.	311,363	276,059	300,702	307,114	340,580	302,189	-11.3%	
This Is The Place S.P.	309,025	550,763	300,931	290,036	294,178	293,661	-0.2%	
Antelope Island S.P.	284,171	264,315	362,128	329,751	343,410	291,163	-15.2%	
Great Salt Lake S.P.	628,118	460,989	56,585	136,496	142,433	144,272	1.3%	
East Canyon S.P.	110,106	92,121	83,322	87,769	99,617	105,737	6.1%	
Golden Spike N.H.S.	60,484	50,989	46,203	47,012	45,273	44,510	-1.7%	
Ft. Buenaventura S.P.	41,038	46,866	42,813	44,217	47,441	24,154	-49.1%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	193,186	100.0%
Federal Government	44,166	22.9%
BLM	372	0.2%
US Forest Service	37,196	19.3%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	6,598	3.4%
State Government	33,315	17.2%
Utah State Parks & Recreation	27,498	14.2%
Utah State Wildlife Reserves	5,786	3.0%
State Trust Lands	31	0.0%
American Indian	--	--
Private**	115,705	59.9%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Davis County Tourism Profile

